

OPENINGS

ated by the Palais Royal, the new season's
ces, the practical souvenirs of the opening.

WEDNESDAY
October Fourth

g souvenirs, changed daily. These pages tell

\$4.00 Jersey Cloth

Tomorrow's Souvenir

\$3.25 Yd.

Wool—heather mixtures—54 and 56 inches wide; sponged and shrunk, ready for the needle; the popular autumn fabric for sport and sweater coats and suits.
Palais Royal—Second Floor.

\$2 Gabardine Suiting

Tomorrow's Souvenir

\$1.45 Yd.

48 inches wide, firm weave, fine raised cord, dust resisting, will not wrinkle; Burgundy, taupe, myrtle, African, purple, Belgian, navy and black.
Palais Royal—Second Floor.

\$6.00 Chiffon Velvet

Tomorrow's Souvenir

\$5.00 Yd.

From Lister & Co., Ltd., of Bradford, England. 40 inches wide; heavy silk, lustrous quality; African, Russian, green, purple, golden, biscuit, taupe, navy blue, pink, light blue and black.
Palais Royal—Second Floor.

75c Brassieres

Tomorrow's Souvenir

49c

Perfect fitting and neatly trimmed with lace and embroidery; guaranteed not to fray or tear in the wash.
Palais Royal—Street Floor.

\$1.75 Trimming

Tomorrow's Souvenir

\$1.59 Yd.

Persian Banding, 3 inches wide; very latest autumn-winter colorings; the present vogue for one-piece dresses. Trimming Department—Palais Royal—Street Floor.

English Pins

Tomorrow's Souvenir

25c

Dressmakers' Pins, "Motor Brand," superior quality; in half-pound boxes; standard at 30c.
Palais Royal—Second Floor.

Dress Forms

Tomorrow's Souvenir

\$4.39

Adjustable—latest patent, can be made to duplicate your form or any form, assuring best possible results.
Palais Royal—Street Floor.

Your Card

Tomorrow's Souvenir

29c

Fifty (50) Cards reprinted from your card plate.
Palais Royal—Street Floor.

75c Union Suits

Tomorrow's Souvenir

59c

Children's Autumn-weight, Hand-finished "Merode" Union Suits; high and dutch neck; ankle length. Sizes 2 to 16 years.
Palais Royal—Street Floor.

\$1.50 to \$3.00 Laces

Tomorrow's Souvenir

75c Yd.

Chantilly and Net Lace Flouncings, 18, 24, 30 and 36 inches wide; white, cream and deep ecru.
Palais Royal—Street Floor.

\$1.25 Kid Gloves

Tomorrow's Souvenir

\$1.19

Choice of cape tan, sand, putty, white and pearl; 2-clasp overseams; white, black and tan; also 1-clasp chamois, in white and yellow. Fitted on request.
Palais Royal—Street Floor.

Free Hairdressing

Tomorrow's Souvenir Associated with the following complimentary prices—a free hairdressing to each purchaser.

Best Hair Switches

22-inch Wavy Switches.....\$9.98
20-inch Wavy Switches.....\$6.98
18-inch Wavy Switches.....\$4.98

Second Quality Switches
26-inch Wavy Switches.....\$3.49
24-inch Wavy Switches.....\$2.49
22-inch Wavy Switches.....\$1.98
20-inch Wavy Switches.....\$1.49

Best Gray Switches

20-inch Wavy Switches.....\$6.98
18-inch Wavy Switches.....\$4.98
16-inch Wavy Switches.....\$2.98
Gray Psyche Puffs.....\$1.98
Gray Pin Curls.....98c
Cluster Curls (8).....\$1.49
Cap Nets.....12½c
Straight Nets.....12½c
Shampooing.....50c
Manicuring.....35c
Children's Hair Cutting.....25c
Palais Royal—Street Floor.

\$1.75 Kid Gloves

Tomorrow's Souvenir

\$1.50

Imported—I and 2 clasp—all newly received; probably the season's best opportunity comes at this opening.
Palais Royal—Street Floor.

\$3.00 Kid Gloves

Tomorrow's Souvenir

\$2.44

16-button White and Black Glace Kid Gloves. Tomorrow's "Opening" prices will be better appreciated as the season advances.
Palais Royal—Street Floor.

\$1.00 Gloves

Tomorrow's Souvenir

75c

Chamoisette and Silk Gloves, guaranteed finger tips. Autumn weight, in all the new shades.
Palais Royal—Street Floor.

\$6.00 Shoes

Tomorrow's Souvenir

\$3.95

Lace Boots, silver gray kid, Spanish heel, with white ivory soles. \$6.00 value at only \$3.95 for choice.
Palais Royal—Second Floor.

\$1.50 Guimpes

Tomorrow's Souvenir

\$1.35

Net Guimpes, with long sleeves, and low, flat collar; trimmed with oriental lace; white, cream and black. Sizes 34, 36, 38 and 40.
Palais Royal—Street Floor.

\$2.25 Garments

Tomorrow's Souvenir

\$1.95

Women's Glove Silk Envelope Chemises and Vests; lace trimmed; also Bloomers, strongly reinforced. All sizes in white or pink.
Palais Royal—Street Floor.

\$1.50 and \$2 Jewelry

Tomorrow's Souvenir

\$1.00

Solid Gold Lavalliers, set with pearls and various colored stones; Pearl Earrings, set in 10-karat gold; 10-karat Gold Lingerie Clasps, plain and engraved.
Palais Royal—Street Floor.

75c Handkerchiefs

Opening Souvenir

69c Box

Superior quality lawn, with colored hemstitched borders; 6 Handkerchiefs in box. Sold here regularly at 75c.
Palais Royal—Street Floor.

Toilet Articles

Opening Souvenir

11c

Choice of Sanitol Tooth Powder and Paste. Sold here regularly at 15c.
Palais Royal—Street Floor.

Soap, 10c Cakes

Opening Souvenir

3 Cakes, 15c

Palmolive Soap, the best known, and most highly recommended of today, for which the standard price is 10c cake.
Palais Royal—Street Floor.

\$3.00 Handbags

Tomorrow's Souvenir

\$2.79

"Vachette" Bags and Strap-back Purses, patent and real morocco leather, inside frame, newly beautiful striped silk lining. Some are fitted.
Palais Royal—Street Floor.

\$1.50 Umbrellas

Opening Souvenir

\$1.33

Silk and cotton mixed, tape edge; 26-inch frame; natural wood handles; plain and carved.
Palais Royal—Street Floor.

Boys' \$5 Suits

Tomorrow's Souvenir

\$3.75

Cheviots and cashmere, mostly with two pairs of peg knickerbockers; lined throughout; latest pinch back and yoke Norfolk models; 7 to 17 years.
Palais Royal—Third Floor.

Boys' Knickerbockers

Tomorrow's Souvenir

85c

Boys' All-Wool and Corduroy Knickerbockers, lined throughout; double stitched, taped seams. Guaranteed. Sizes 7 to 17 years. Standard at \$1.25 to \$1.75.
Palais Royal—Third Floor.

\$3.50 to \$10.00 Corsets

Tomorrow's Souvenir

\$2.89

La Premiere, Mme. Lyra, Regaliste and Bien Jolie; heavy coutil and brocades; white and pink. Your size in one style or another.
Palais Royal—Third Floor.

\$3 Sweater Set

Tomorrow's Souvenir

\$2.19

For the wee tots—Cap, Leggings and Sweater of soft wool; closely knit; all white or with dainty colored borders.
Palais Royal—Third Floor.

Art Needlework

Tomorrow's Souvenir

75c

Children's Dresses, ready made; stamped for embroidery work. Ages, 6 months to 8 years. Values to \$2.00. Opening Souvenir price, 75c.
Palais Royal—Second Floor.

50c Dresses

Tomorrow's Souvenir

15c

Children's Gingham Dresses, tan, pink, and blue. Stamped for embroidery. Ages 2 to 4 years.
Palais Royal—Second Floor.

75c Bath Sets

Tomorrow's Souvenir

50c

Turkish Bath Sets—mat, towel and washcloth, stamped in French knot designs.
Palais Royal—Second Floor.

Men's Suits

Tomorrow's Souvenir

\$12.50

With compliments of the great corporation supplying this New Men's Shop—Hand-Tailored All-Wool Cloth Suits, semi-fitting and other best models; \$18.00 to \$20.00 values, at only \$12.50.

\$1.50 Underwear

Men's Shop Souvenir

\$1.15

"Reis" make; medium weight, with sufficient proportion of wool to assure warmth without irritability. Standard at \$1.50 per garment.
Palais Royal—Street Floor.

\$2.00 and \$2.50 Shirts

Men's Shop Souvenir

\$1.65

Silk and Madras Shirts, guaranteed fast colors or money refunded. Three lengths of sleeves.
Palais Royal—Street Floor.

\$5 Bath Robes

Men's Shop Souvenir

\$3.95

Samples of the Famous Beacon Blanket Bath Robes, all colors. Note the stylish and comforting shawl collars. Choice for only \$3.95.
Palais Royal—Street Floor.

\$1.00 Neckwear

Men's Shop Souvenir

65c

Limited quantity, sent with compliments of our maker of \$1.00 Cravats. Should be a supply sufficient for all day tomorrow—but a positive promise cannot be made.
Palais Royal—Street Floor.

Stationery

Tomorrow's Souvenir

25c

Madras linen—60 sheets of Linen-finish Writing Paper, with fifty (50) Envelopes to match.
Palais Royal—Street Floor.

\$1 Stationery

Tomorrow's Souvenir

75c

Cabinet—Whiting's Writing Paper—24 sheets paper, 24 gold-edge correspondence cards, with envelopes. Pink, blue, violet, buff and white.
Palais Royal—Street Floor.

Card Engraving

Tomorrow's Souvenir

65c

Card Plate and your name engraved in new script, with fifty (50) engraved cards.
Palais Royal—Street Floor.

Silverware

Tomorrow's Souvenir

50c

Samples; values to \$2.00; Silver-plated Candlesticks, fitted with candle, holder and shade; Lamps with shades, Caster Sets, Cut Sugar Baskets with trays, Fern Dishes, Shaving Mugs with brush, Comports, Cut Glass Vases on silver stand, Salt Sets, etc.
Palais Royal—Street Floor.

Rogers Silver

Tomorrow's Souvenir

50c

Guaranteed for ten (10) years—these Triple-plated Rogers Cold Meat Forks, Berry Spoons, Gravy Ladles and Cream Ladles. Rogers A-1. Values to \$1.00, at 50c.
Palais Royal—Street Floor.

Rogers Teaspoons

Tomorrow's Souvenir

35c Set

Six (6) of Rogers make Teaspoons; only 100 dozen to distribute—not more than six (6) to any one purchaser.
Palais Royal—Street Floor.

98c Coaster Sets

Tomorrow's Souvenir

75c

Coaster Sets, porcelain bottom and nickel-plated rims; assorted decorations.
Palais Royal—Fourth Floor.

Fifty Rugs

Tomorrow's Souvenir

\$29.75

All size 9x12 feet; some not to be duplicated at less than \$45.00. Included are Smith's best Axminster, Electric, Kirman and Beauvais Axminster, also Tuxedo Body Brussels Rugs.
Palais Royal—Second Floor.

Forty Rugs

Tomorrow's Souvenir

\$18.75

9x12-ft.—famous makes of Seamless Brussels Rugs, Empire, Ontario and Frankford. Choice of artistic designs and rich colorings.
Palais Royal—Second Floor.

Smaller Rugs

Tomorrow's Souvenir

\$1.00 up

27x36-inch Hartford Velvet Carpet Rugs at \$1.00. 27x54-inch Plaza Carpet Rugs at \$1.98. Made of remnants of carpets; worth to \$3.00 per yard.
Palais Royal—Second Floor.

12c & 15c Dress Shields

Tomorrow's Souvenir

4 for 25c

Many hundreds—all sizes, and every pair guaranteed. A treat for the Palais Royal and its patrons—with compliments of the makers.
Palais Royal—Street Floor.

Furniture

Tomorrow's Souvenir

\$165.00

Dining Room Suite, 10 pieces; mahogany finish; buffet, dining table, china case, serving table, 5 side chairs, armchair; covered in blue leather.
Palais Royal—Fourth Floor.

\$5.50 Blankets

Tomorrow's Souvenir

\$4.50

Wool Blankets, size 76x84; woven from selected stock, recommended for their warmth and wearing qualities; pink and blue borders with 3-inch silk binding.
Palais Royal—Second Floor.

\$4.75 Dinner Sets

Tomorrow's Souvenir

\$3.45

American Porcelain, 52 decorated pieces; 6 breakfast plates, 6 dinner plates, 6 soup plates, 6 fruit dishes, 6 butter dishes, 1 bowl, 1 vegetable dish, 2 meat platters, covered vegetable dish, sauce boat, sugar bowl, cream pitcher, nappie, 6 cups and saucers.
Palais Royal—Fourth Floor.

\$1.25 Silk Hose

Tomorrow's Souvenir

95c

Women's Pure Silk Hose; autumn styles, including the vertical and horizontal effects; black, white, gray, brown and navy.
Palais Royal—Street Floor.

10c Tumblers

Tomorrow's Souvenir

5c

1,000 dozen Water Tumblers, daisy cut; sold here regularly at 10c each. Opening souvenir price, 5c.
Palais Royal—Fourth Floor.

Imported Cretonnes

Tomorrow's Souvenir

29c Yd.

A limited quantity of the imported; worth to 65c yard, and best of Domestic Cretonnes at only 29c yard for choice.
Palais Royal—Second Floor.

\$1.75 Costumers

Tomorrow's Souvenir

\$1.59

Brass Costumers, bright and satin finish; sold here regularly at \$1.75. Opening souvenir price, \$1.59.
Palais Royal—Fourth Floor.

Rockers

Tomorrow's Souvenir

\$7.95

Mahogany-finish Rockers, William and Mary style; auto spring seat; covered in Spanish art leather.
Palais Royal—Fourth Floor.

Ideal Beds

Tomorrow's Souvenir

\$14.00

Foster "Ideal" Iron Beds, 2-inch square post; 10 heavy fillers.
Palais Royal—Fourth Floor.

Wall Paper

Tomorrow's Souvenir